

U.S. Serial No. 09/745,339

In the Claims:

The following claim listing supercedes any previous claim listing.

1-3 (Cancelled)

4. (Currently Amended) A method of accessing a multimedia advertisement linked with a video object in a video stream, the method comprising:

linking a multimedia advertisement to a video object in a video stream such that the multimedia advertisement is not displayed as part of the video stream without being accessed by a viewer of the video stream;

displaying the video object on a display;

accessing, upon viewer request, the multimedia advertisement linked to the object while the object is displayed, thereby causing the multimedia advertisement to be displayed in a multimedia format on the display;

delineating the video object before linking the advertisement to the video object such that the video object is selectable independently of any other video objects in the video stream The method of claim 4, wherein the multimedia advertisement comprises data and the method further comprises extracting at least a portion of the data in the displayed multimedia advertisement after the multimedia advertisement is accessed, and placing the extracted data in a data file separate from the video stream.

5. (Currently Amended) The method of claim 4, wherein the video stream comprises a second object linked to a second multimedia advertisement, the method further comprising preparing a summary of at least the first and second multimedia advertisements.

6. (Currently Amended) The method of claim 5, further comprising selecting a multimedia advertisement from the prepared summary, and extracting purchasing information from the multimedia advertisement to enable the purchase of the video object linked to the multimedia advertisement.

7. (Currently Amended) The method of claim 5, further comprising preparing a summary of the

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video stream comprising information, other than the multimedia advertisement, that is descriptive of the video stream.

8. (Currently Amended) The method of claim 4, further comprising extracting searchable information from the displayed multimedia advertisement after the multimedia advertisement is accessed, and feeding the searchable information into a search engine to perform a search.

9. (Currently Amended) The method of claim 4, further comprising bookmarking the displayed multimedia advertisement to create a bookmark to the multimedia advertisement.

10. (Currently Amended) The method of claim 4, further comprising creating a user profile for the viewer indicating a type of multimedia advertisement of which the viewer wishes to be aware, and alerting the viewer when the object is linked to the indicated type of multimedia advertisement.

11. (Currently Amended) The method of claim 4, further comprising creating a user profile for the viewer indicating a type of multimedia advertisement to which the viewer wishes to have access, downloading the video stream before displaying the video object on the display, and only downloading the multimedia advertisement if the multimedia advertisement is of the indicated type.

12-14. (Cancelled)

15. (Currently Amended) A system for accessing a multimedia advertisement linked to a video stream comprising:

a video stream comprising a video object to be displayed;

a multimedia advertisement linked to the video object, the multimedia advertisement being displayed only upon viewer request;

a display for displaying the video stream;

means for accessing the multimedia advertisement while the object is displayed

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during the displaying of the video stream to cause the multimedia advertisement to be displayed in a multimedia format; wherein the multimedia advertisement comprises data, and the system further comprises means for extracting at least a portion of the data after the multimedia advertisement is accessed, and a data file separate from the video stream comprising the extracted data. The system of claim 12, further comprising: a second object, a second advertisement linked to the second object, and a summary of at least the first and second advertisements.

16. (Currently Amended) The system of claim 15+2, wherein the multimedia advertisement comprises searchable information, and the system further comprises means for extracting the searchable information from the displayed multimedia advertisement after the multimedia advertisement is accessed, and means for feeding the searchable information into a search engine to perform a search.

17. (Currently Amended) The system of claim 15+2, further comprising means for bookmarking the displayed multimedia advertisement to create a bookmark to the multimedia advertisement.

18. (Currently Amended) The system of claim 15+2, further comprising a user profile for the viewer, indicating a type of multimedia advertisement of which the viewer wishes to be aware.

19. (Currently Amended) The system of claim 15+2, further comprising mean for preparing a summary of the video stream comprising information, other than the multimedia advertisement, that is descriptive of the video stream.